

FoodPacific
MANUFACTURING JOURNAL

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e f t

FoodPacific Manufacturing Journal Anytime, Anywhere on Any Device

Digital — Print — Events — Webinars — Mobile — Social — Video — Content Marketing

Integrated Media Platform for Lead Generation & Branding

Innovation paves the way for spectacular growth in Asia's F&B market

Market Introduction

Asia's health and wellness industry has entered into a period of progressive product innovation as consumers become more particular about calories, other health benefits, and natural ingredients. New products that can address consumer's needs for healthier lifestyles are expected to dramatically expand the market size of the health and wellness industry as increasing awareness in healthier living drives demand in the market. According to Euromonitor, as a category, global health and wellness was worth approximately US\$100 billion in 2015 and is forecast to grow to \$150 billion by 2020. No surprise then that innovations in sugar and sodium alternatives will figure prominently; the market for low-intensity sweeteners is expected to reach \$1.55 billion by 2020.

The APAC market for functional ingredients is also very robust. According to Micromarketmonitor, dietary fibers and specialty carbohydrates are projected to reach US\$1.9 Billion by 2019 and proteins, amino acids and peptides are forecast to reach a market size of US\$763.2 million. Furthermore, natural and synthetic colors will be an estimated US\$7.79 billion market by 2020.

Convenience is a standard trend that continues to grow. Ready-to-eat, easy-to-prepare, and on-the-go products are quickly becoming reliable staples for busy consumers who work long hours and have no time to prepare dinner. The APAC market for packaged food is expected to be worth \$875.3 billion by 2020.

In beverages, global consumption of juice drinks was approximately 80 billion liters in 2015, and is forecast to be approximately 105 billion liters in 2020, with the APAC market accounting for 40 percent of all global sales. According to Zenith, this positive outlook in the beverage industry is in turn driving growth in the packaging industry to approximately US\$131.1 billion by 2019. With packaging and equipment suppliers embracing the "convenience" trend, the use of modified atmosphere packaging will grow and the category is expected to be valued at approximately US\$13.78 billion by 2020, according to Micromarketmonitor.com.

Increased water consumption is also opening up opportunities in bottled water processing, which is projected to reach US\$2 Billion by 2019.

With strong consumer demand driving production in the industry, Asia's processing industries have requirements to purchase all types of equipment and processing technology including extrusion, dehydration, slicing, mixing, and blending, to name a few. At the forefront is the application of robotics and Industry 4.0 to increase efficiency, reduce downtime and cost, as well as to guarantee the accuracy and consistency of products, and to ensure worker safety. Purchasing requirements include entry level machinery, semi-automatic equipment, as well as complete systems.

Finally, global food safety testing will grow to approximately US\$17.16 billion by 2021. Stronger food safety standards imposed in developing markets and continued incidences of foodborne diseases have increased demand for testing equipment.

Multiple delivery channels for the magazine content : Print+E-zines+APPs+E-newsletters + Social Media



Total Readership: 33,180

Digital Editions include embedded videos and interviews from trade shows and factory visits.

In its 17th year serving the industry, **FoodPacific Manufacturing Journal** has earned the trust of thousands of decision makers across Asia Pacific, connecting suppliers, distributors and retailers through an enhanced multimedia platform. Published eight times a year (7 print and 1 digital issue), the magazine delivers information on product developments, technology, industry expert analyses, trade events, and key issues relating to ingredients and additives, packaging, processing, food safety, supply chain management and food safety.

FoodPacific Manufacturing Journal has a dedicated online vertical (<http://www.industrysourcing.com/food-beverage>) with daily updates, social media and mobile Apps with video links on iTunes and Google Play and 18 e-newsletters makes content is easy to access.

Health & Nutrition Technology Supplement

Health & Nutrition Technology capitalizes on the growing desire among Asia's consumers to stay healthy, fit and youthful. The nutraceutical ingredients market is forecast to grow US\$38.7 billion by 2020, while sports nutrition will account for approximately US\$7.8 billion by 2020. It's worth noting that a market for diabetic food is also emerging.

Brewing in Asia Supplement

The region's alcoholic beverage market is bolstered by strong economic growth trends –when times are good, so are sales. Beer and wines continue to grow in demand, especially with the entry of new brands from around the world. Macro breweries account for the largest share of the beer market with the APAC market for beer is forecast to grow to as high as \$202.4 billion by 2020. (ApacMarket.com).

More recently Social Media Channels such as Wechat, LinkedIn are playing an important role in the delivery of content designed specifically for a mobile audience. Now marketers can use our social media channels to reach and influence customers

READERSHIP / BUYER DEMOGRAPHICS

Published 8x a year (7 print and 1 digital) in English, **FoodPacific Manufacturing Journal** reaches a qualified controlled readership of **17,980** manufacturing decision makers who plan the purchase of processing and packaging equipment, materials and execute manufacturing strategies; plant managers who evaluate and make recommendations: R&D specialists, food designers who create, test, evaluate products, purchasing managers who buy ingredients, additives and raw materials. Each subscription is requested in writing. Each reader is qualified by name, job title and industry and re-qualified annually by our call center.

Advertisers enjoy a bonus readership of **15,200** via the E-magazine & E-newsletter, and even more readers through the iPad/iPhone versions, and Android App editions.

3 main delivery channels for the magazine content

Print: 17,980

Digital: 15,200

Total Readership: 33,180

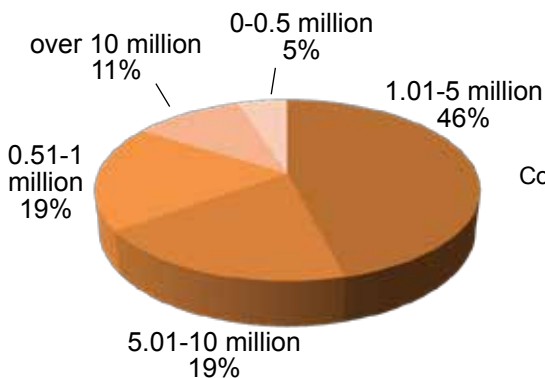


Apps
industrysourcing
downloads 88,000+

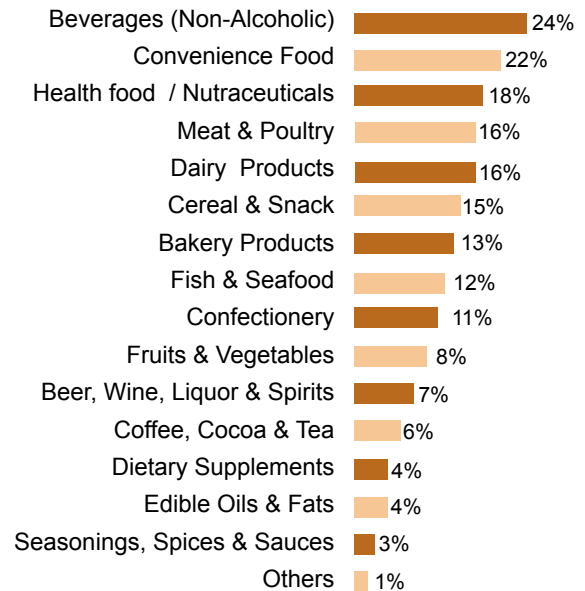
Geographic Distribution

Thailand	3280	18%
Indonesia	2387	13%
Malaysia	2320	13%
Vietnam	2150	12%
Philippines	1480	8%
Taiwan	1390	8%
Singapore	1160	6%
Australia	850	5%
India	720	4%
Hong Kong	545	3%
Korea	538	3%
New Zealand	290	2%
Cambodia / Myanmar / Laos	260	1%
Japan	235	1%
Sri Lanka	210	1%
Other	165	1%
Total	17,980	100%

Annual Business Turnover (US\$)

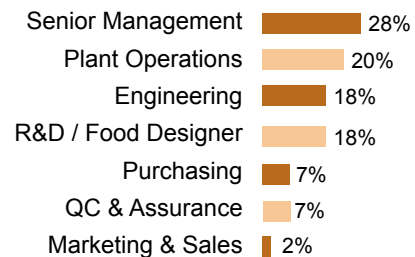


Product Analysis

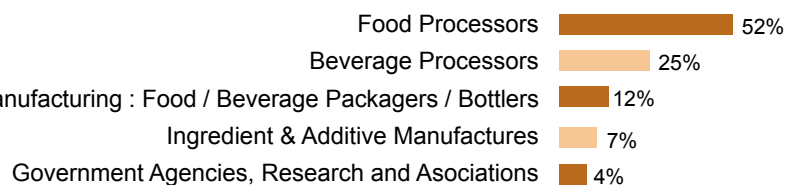


Note: adds to more than 100% due to multiple responses

Job Function



Business Type



2017 EDITORIAL CALENDAR

ISSUE	February	March	May	June
Ad Closing Dates	January 3	February 8	March 24	May 2
Feature Reports	Outlook 2017, Part II INGREDIENTS – Developments in Reformulation	Food Testing and Analysis	Industry 4.0	Baby Food
Automation	Warehouse Maintenance	Conveyor Belts and Systems	ERP / IT Solutions	Robotic Arms
Beverages	Sports and Energy Drinks	Bottled / Flavored Water	Carbonated Beverages	Coconut Water
Product Formulation	Processed Meat Products	Jams and Compotes	Seasoning / Dressings / Sauces	Diet Drinks
Ingredients	Fats & Edible Oils Dietary Fiber	Dairy Ingredients Enzymes	Spice & Herb Extracts Flavored Salts	Probiotics / Prebiotics
Packaging	Paperboard Packaging Aseptic Packaging	Inspection and Detection Systems Films Laser Marking	Form-Fill-Seal Metal Packaging	Recycling Powder & Granules Filling / Packing Machines
Processing	Dough Processing	Poultry / Meat Processing Technologies	Bakery Equipment	Vegetable / Fruit Chip Production
SUPPLEMENTS Health & Nutrition (Feb/May/Jul/Dec)	Infant Nutrition Diet for Diabetics	---	Sports Nutrition Heart Health	---
SUPPLEMENTS Brewing in Asia (Mar/Jun/Sep)	---	Flavored Beers Packaging Design	---	Wines & Spirits
Trade Shows	---	Mar. 21-23, Propak Vietnam 2017, Vietnam	May 4-10, Interpack 2017, Germany (Showpreview)	Jun. 14-17, Propak Asia 2017, Thailand Jun. 21-24, FoodTech & Pharmatech 2017 Taipei, Taiwan
Click here for more information about related trade shows				
Ringier Conferences	---	---	May 23-24, Asia Food and Beverage Summit 2017, Indonesia	---

E-newsletter Subject	January	February	March	April	May	June
	Developments in Paperboard Packaging	Warehouse Automation	Technologies for Coding / Dating / Marking	Food Testing Equipment	ERP / Industry 4.0 in Food and Beverage Manufacturing	Baby Food
	---	---	Dairy Processing	---	Conveying Systems	---
	July	August	September	October	November	December
	Chocolate & Confectionery	Beauty from Within (Nutritional Products / Supplements / Ingredients)	Beauty from Within (Nutritional Products / Supplements / Ingredients)	Beverage & Brewery	Refrigeration / Freezing Technologies	Outlook 2018 (Processing / Packaging)
Fruit Beverages	---	Cleaning & Sanitation	Slicers & Cutters	Complete Packaging Lines	---	

2017 EDITORIAL CALENDAR

ISSUE	July	September	November	December
Ad Closing Dates	June 6	August 1	September 26	November 1
Feature Reports	Food Nutrition Labels	Food Safety Management	Halal	Outlook 2018, Part I PACKAGING & PROCESSING
Automation	Palletizing / Depalletizers	Logistics	Slicers and Cutters	RFID and Other Tracking Equipment
Beverages	Citrus Juices	Tea / Coffee	Fruit / Vegetable Juices	Dairy
Product Formulation	Chocolate and Confectionery	Convenience Foods & Snacks	Fat-free Ice Cream / Yoghurt	Breakfast Cereal
Ingredients	Starches Natural Flavors	Low-fat Ingredients Antioxidants	Natural Colors	Plant-based Proteins / Spirulina
Packaging	Modified Atmosphere Packaging (MAP) Flexible Packaging	Shrink Sleeves & Equipment	Coding / Dating / Marking Equipment	Vacuum Sealing Multipack Solutions
Processing	Sterilization Cleaning Systems	Heat / Thermal Processing Separation and Filtration	Extruders / Molding Machines Blenders and Mixers	Feeders Freezing / Cold Storage
SUPPLEMENTS Health & Nutrition (Feb/May/Jul/Dec)	Dietary Guidelines	---	---	Health and Beauty Supplements
SUPPLEMENTS Brewing in Asia (Mar/Jun/Sep)	---	Beer Technologies	---	---
Trade Shows	Jul. 27-30, M'SIA-PACK & M'SIA-PLAS 2017, Malaysia Aug. 9-12, Vietnam(HCM), Vietfood & Beverage Vietnam 2017 Aug. 18-20, Manufacturing Technology World 2017- Manila, Philippines	Sep. 13-15, Fi Asia 2017, Thailand Oct. 5-8, Vietnam Int'l Food Processing Industry Fair (Vn-Foodtech) 2017, Vietnam Nov. 1-4, Allpack Indonesia 2017 & Allplas Indonesia 2017, Indonesia	---	---
Click here for more information about related trade shows				
Ringier Conferences	Aug.24-25 , Functional Beverage and Nutritious Food Summit & Mini Expo 2017, Guangzhou Concurrent Event : Ringier Technology Innovation Awards 2017 - Food & Beverage Industry, Guangzhou	---	---	---

Editorial content, trade show and conference schedule subject may change without notice.

Online Editorial Features—Daily updates and online exclusives

Business in the Asia - the latest information about the Asia policies, regulations and manufacturing trends

Industry News - Significant events, people, companies and industry developments in Asia

Trade Show Update - Latest news, onsite reports and video interviews from major trade shows

Regular Features

- NewBriefs
- Boardroom Connection
- Product Highlights
- Buyer Alert

For editorial submissions and inquiries,

Please contact: **Marijo S. Gonzalez,**

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Website: www.industrysourcing.com/foodbeverage

Follow me on: Blog: <http://ringierfoodjournoblogspot.tw/>

Facebook: **Ringier Food**

Twitter: **Ringier Food**

Communicate with industry followers on a daily basis!



More multiple delivery platforms extend your reach to the right market

Ringier Trade Media offers a multitude of digital services with the latest industry news and technology information for all target groups of yours. Our services that cover Responsive Webs + Direct Marketing + Social Networking are the comprehensive media solutions for advertisers.

industrysourcing

Ringier

Responsive Web design - for desktop - mobile - social media

Ringier's industry marketplace, **industrysourcing**, is a resource center for manufacturers and suppliers in China, Asia, the Middle East, Africa and the rest of the world. The website provides the latest information about products, technology and market trends in Chinese and English for industrial professionals.

The Chinese website (www.industrysourcing.cn) links buyers and suppliers within China, while the English version website (www.industrysourcing.com) offers an effective export channel for suppliers from Greater China to sell around the world.

Industrysourcing.com/cn is redesigned to satisfy our mobile device based readers for a superior & faster search experience.

[Click here for information on how you can design effective online solutions](#)

iConnect

Ringier

Valuable Information

Trust Sharing Engaging Generating Responses

Digital

Cost Effective Measurable Multiple Devices

Target

Right People Right Place Right Time

iConnect is a digital direct marketing service that connects suppliers with the right target audience and ensures each campaign generates the highest possible return on investment.

It includes 5 core solutions including industry e-newsletters, direct email blast, webinars, webcasts and white papers that are responsive web designed to enable easy viewing on all devices, allowing you a tailored and multifaceted campaign.

[Click here for information on how to create a lead generation program](#)

Content marketing solutions

Print+E-zine+Responsive Webs Designed+e-Newsletter+Apps+ Video+White Papers+Social Media

Content marketing develops the trust, providing the buyer with valued information such as problems solving, case studies, new technology and thought leadership that will help them make the right decision.

Ringier offers the different content marketing solutions to help you get the most strategic and powerful marketing campaigns.

Item	Description	Content created by	Promote on Ringier's marketing channels	
Cover Story Package	1.Our team of professional editors will produce customized and quality articles for you. 2.A professional videographer will help present your company, key leader or technology to the public. 3.Maximize the exposure of your promotion with Ringier's comprehensive multimedia platform. 4.The Cover story will position your company as an industry leader.	Ringier and customer for production of articles and video	Yes	Click
E-zine Cover Story Package	1.Ringier helps you generate mutple digital promotion channels including is.com or is.cn, app, industry enews and wechat to reach potential target customers. 2.Link a video to your article to increase your ROI to the maximum level.	Customers	Yes	Click
Customized Editorial	Our team of editorial experts can help you create attractive and valued content with targeted messaging. Help convey your desired messages, meet your communication objectives with your target groups.	Ringier and the customer for articles	Yes or No	Click
Sponsored Content	Whether displaying your company profile, product technologies or exploring potential selling resources, we are here to help you stand out and meet your business goals through text ad, white paper and video sponsorship.	Customers	Yes	Click
Social Media Marketing	Creating content for Wechat in China, Facebook, Youtube in other markets ; content created by customers with Ringier Assistance	Ringier and Customers	Yes	Click
Video Marketing	Our skilled video and editorial team will work with you to create a quality video that you can use in multiple digital media and effectively communicate your story and generate leads.	Customers or Ringier for video shooting at trade show / factory	Yes	Click



Ringier Events put you in direct contact with qualified leaders

Through our series of Conferences, Customized Events, Innovation Awards, seminars at trade shows in China and S.E. Asia. We physically bring the business community together. Here is where you can spend quality - one on one time with potential customers, building your network, your personal and company brand, and face to face selling!



[Click here for 2017 plan of conferences and innovation awards](#)

[Click here to go to our event website](#)

Digital Networking - Web Seminar

Webinars Webinars are a powerful tool in any business arsenal and hosting your own event is a smart business development strategy. Build relationships with potential customers, establish yourself as a thought leader, and rapidly generate leads from your webinar. Engage your prospects “in real time” in China.



Webcasts In order to generate more high-quality sale leads without any time limits, webcasts extend the communication chain by offering valuable information in an entertaining and highly demonstrable way.



[Contact us to get in touch with the qualified target audience.](#)
[For more information, click here.](#)

Ringier Trade Media Ltd.

Ringier Trade Media Ltd. has been a leading B2B industrial information provider for 18 years, providing industrial leaders in China and S.E Asia with the technical information, solutions and applications they need to improve their manufacturing and marketing capability through multiple media platforms that includes print (industry trade journals), online, events, digital marketing, and mobile devices.



Follow us on ringier wechat for more industry news and ringier events.

[Click here for more information about Ringier Trade Media or multimedia campaign](#)

Ringier Trade Media Ltd.

Quality Trade Multimedia

Product excellence and quality journalism – across all channels.

We Make Business Happen

To learn how you can get more quality sales leads, please email to crm@ringiertrade.com or contact:

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Toll Free Hotline:

Mainland China 800-820-0083

Hong Kong/Taiwan/International 800-1122-8811

Export Marketing Opportunities

Ringier work with 80 leading industry trade publications around the world to offer effective promotional options for industrial suppliers in key expert markets.

China



Restaurateur
·Language: Simplified Chinese
·Readership: 42,950 China
·Frequency: 8x a year

China



China Food Manufacturing Journal
·Language: Simplified Chinese
·Controlled readership: 63,100 China
·Frequency: 12x a year

Middle East (E-zine only)



Food Manufacturing Journal - Middle East and Africa
·Language: English
·Readership: 18,860 Middle East and Africa
·Frequency: 5x a year

South East Asia



FoodPacific Manufacturing Journal
·Language: English
·Controlled readership: 31,950 Asia
·Frequency: 8x a year
·Local language editions-Indonesia, Thailand, Vietnam

India



Food & Beverage News
·Language: English
·Readership: 60,000
·Frequency: Bi-weekly

North America



Food Processing
·Language: English
·Controlled Readership: 62,532 North America, BPA audit December 2009
·Frequency: 12x a year

South Africa



Food Review
·Language: English
·Readership: 25,000
·Frequency: 11x a year

Latin America



El Empaque + Conversion
·Language: Spanish, BPA audit
·Readership: 30,800 Latin America
·Frequency: 4x a year

Africa



Food Manufacturing Africa
·Language: English
·Readership: 25,000 Africa
·Frequency: 4x a year

[For more promotion on global markets, please click here](#)

Media options that match your sales and marketing objectives

Lead Generation

Lead generation can be defined as any marketing program that produces a name, e-mail address, phone number or company name that has requested you to contact them.

Driving Qualified Traffic

Driving qualified Web traffic is sending materials prospects to your online content or Web site via a Web link.

Enhance Brand Impression

Keep a consistent, high-level message in front of your target customers to build brand equity and recognition of your company.

Business Intelligence

Offer a variety of paths to higher sales, supplying you with timely input and valuable information for making more effective business decisions.

Opening New Markets

By geography or by industry - building awareness/branding/finding distributors / dealers.

Build Brand Awareness

An activity that is ongoing yet occur to be unknown to suppliers -its essential that your company/ product be found and be short listed for final selection.

Ringier's Delivery Channels		Sales & Marketing Objectives					
		Lead Generation	Driving Qualified Web Traffic	Enhance Brand Impression	Business Intelligence	Opening New Markets	Build Brand Awareness
Print (plus digital edition)	Magazine Advertising	√	√	√	-	√	√
	Magazine Advertorial	√	-	√	-	√	√
	Buyers Guides	√	√	√	-	-	-
	Calendars	-	-	√	-	-	-
	Official Show Dailies	√	-	√	-	-	-
	Direct Mail	-	-	√	-	-	-
Online	IndustrySourcing Websites (English + Chinese)	√	√	√	-	√	√
	Showrooms (Supplier Profile Pages & Product Pages)	√	√	√	-	√	√
	Showroom Videos	-	√	√	-	√	√
	Websites Banners	-	√	√	-	-	-
	Keywords	√	√	-	-	-	√
	E-zines Banners	√	√	√	-	√	√
	Social Media	-	√	√	-	√	√
Mobile/Tablet	Ringier Industry Sourcing Apps(iOS & Android)	√	√	√	-	√	√
	App Banners	-	√	√	-	-	-
	Responsive Web and Self-Adaptive Design	√	√	√	-	√	√
	Wechat	√	√	√	-	√	√
Digital Direct Marketing (iConnect) for all devices	Enewsletters	√	√	√	√	√	√
	Direct Email Blast	√	√	√	√	√	-
	Webinars	√	-	√	√	√	√
	Webcasts	√	-	√	-	-	√
	White Papers	√	-	√	-	-	-
Event-face to face communication	Ringier Conferences	√	-	√	√	√	√
	Customized Event	√	-	√	√	√	-
	Innovation Awards	-	-	√	-	-	-
Marketing Services	Press Release	√	-	√	√	√	√
	Market Research/ Survey	-	-	-	√	-	-
	Telemarketing	√	-	-	√	√	-
	Video shooting	-	-	-	√	-	-
	SMS Advertising	-	√	-	-	-	-